



Meeting: Downtown Citizen Steering Committee Meeting #4

Date: July 18, 2013

Time: 6:00 – 8:00 p.m.

Location: City Hall, 100 N. Jefferson St, John Nolen Room (604)

Last Updated On: July 23, 2013

MEETING SUMMARY

1) Call to Order

C. Niles called the meeting to order at 6:00 p.m.

2) Approval of June 20, 2013 Meeting Summary

A motion was made by S. Dettman and seconded by R. Byrne to approve the summary of the June 20, 2013 meeting. Motion carried.

3) Planning Process Updates

City staff reviewed the role of the Citizen Steering Committee to help clarify the management of CSC meetings and public comments in particular. There are three tiers of participation at CSC meetings. 1) Citizen Members. The CSC meetings are held to conduct the business of the CSC Citizen Members. These are their meetings, and they can elect whether to allow comments from the general public prior to the formal "Public Comment" item on the agenda. 2) Advisory Members. CSC Advisory Members are here as resources to the Citizen Members. The Advisory Members will primarily listen to the discussion, but as members, may also add comments to any agenda item. Advisory members are non-voting members of the committee. 3) General Public. Those present in the room beyond designated Citizen and Advisory Members of the CSC are not invited to comment on the agenda items or other topics until the formal "Public Comment" agenda item is reached. At the discretion of the CSC chair, the general public may be invited to comment on other agenda items. This structure is intended to help the CSC meetings flow efficiently, and may vary in importance depending on how many people beyond the committee members continue to attend CSC meetings.

At the request of the CSC, City staff provided an explanation of other planning projects and adopted plans that are in place within the City. The downtown Master Plan will be comprehensive in its content, but is considered a sub-area plan for the City. Other recent sub-area plans include the Military and University Avenue corridors. The adopted Military Avenue corridor plan was reviewed as an example of the kinds of topics that will be included in the downtown plan and in the work of the CSC. The CSC is not expected to generate the content of the plan. Draft materials will be provided by the project team (City staff and consultants) for the CSC to react to. However, the CSC will also be involved in generating recommendations and setting the direction for the plan.

Next steps will include reviewing the data that has been gathered to assess the current state of the downtown. Preparations for the next public workshop, anticipated to be held in August, are also underway.

4) Review and Discuss Public Workshop Results

The June 27 public workshop results were reviewed and discussed by the CSC. The workshop turnout was better than expected in terms of numbers (estimated at 110 to 120), but the committee also discussed how it can help increase the ethnic diversity in community participation. T. Quigley offered to assist with reaching out to ethnic associations and inviting them to participate. The report of the public workshop results was discussed in detail. C. Lamine noted that many of the items that the community listed as "great" features of the downtown are public facilities. This is encouraging and shows that people place value on these public investments. N. Sparacio explained that the same questions from the public workshop will be made available to a broader audience through the project website in the coming weeks.

5) Discuss Recent and Pending Downtown Developments

City staff provided an overview of the development review process. There are often competing values that come into play with downtown development. Both the City and developers are trying to achieve the same basic objectives of minimizing risk and maximizing value – though each party defines risk and value differently. Many factors weigh into the final design of a site and building including market dynamics, public financing, regulatory flexibility, infrastructure availability, and ongoing operational needs. Whether or not a particular development proposal proceeds depends on the balancing of risk and reward and the monetary costs associated with the various development factors. An overview was provided of the available decision making tools such as zoning, public financing, and design review.

Recent and pending downtown development projects were presented for discussion including: Schreiber, Watermark, Metreau, City Deck Commons, Titledown at Larsen Green, Hotel Northland, Adams Station, and the KI Convention Center expansion. These projects spawned many discussion points including the following:

- How do public improvements fit into the downtown? Examples such as the City Deck and the planned Monroe Avenue reconstruction were discussed. J. Schmitt stated that some public improvements just need to be made as a matter of meeting and maintaining basic needs, but the ideal scenario is to use public improvements to leverage private investment and enhance quality of life.
- How can new buildings reflect the importance of historic preservation? Historic buildings were a major theme in the public workshop responses as “great” and “defining” features of the downtown. The current Historic Preservation ordinance has no “teeth.” Working toward meaningful historic preservation has been a process for this City, and it has been difficult. Historic preservation needs to be improved, and City staff will be requesting assistance from Lakota in this regard. The discussion needs to be reframed around the economic value of historic preservation before consensus can be achieved on regulatory tools.
- How can we achieve architectural quality without dictating style? Green Bay does not need to dictate style or theme. Are there incentive-based approaches that can be utilized? The proposed enhancements to the historic buildings tax credit program would be helpful. Initial proposals of various development projects were shown in comparison to final approvals to show how the development process does strive for and achieve a higher level of architectural quality.
- Are the pending developments on our remaining waterfront sites the best that they can be? The waterfront is a limited resource. The former waterfront was compared to what we have today, and much progress is noted. Opinions vary widely among the CSC members as to what specifically, if anything, should be improved in the pending development proposals. R. Strong stated that there have been approximately 20 development proposals for every one that actually gets built.
- Is the downtown momentum too fast right now? Perhaps the regulatory tools need to catch up. Perhaps the regulatory environment has the right amount of flexibility.
- Will the downtown master planning process have any influence on pending downtown developments? No – these projects have development agreements in place. The CSC needs to look ahead to the future. The downtown plan certainly can address the development process and consider future changes and improvements.
- How specific will the land use recommendations be in the downtown master plan? They will be more conceptual and form based. Specific land use recommendations are anticipated to be flexible to maintain the variety of the downtown environment and to be responsive to changing market demands.
- The heights of buildings was discussed. Green Bay does not necessarily need to have any high-rise buildings. N. White noted that current trends are showing that downtown dwellers are more interested in overall quality of life (i.e., dining options, activities, aesthetic surroundings, ease of getting around), which is not always compatible with a high-rise environment. The cost of construction has also been a limiting factor in the feasibility of

constructing the high-rise projects that have been proposed. Certain heights require construction materials to change (i.e., timber versus steel or concrete), which has been cost prohibitive.

- The design of the Metreau building was discussed. Some CSC members feel that it is too boxy and needs more of an open atrium. It is not creative enough for this prominent corner. Some CSC members feel that the design is appropriate to the site and context. G. Flisram also noted that a "soft market" (i.e., relatively low rents) limits how far we can push on architectural design features compared to larger metro areas.
- The design of the City Deck Commons building was discussed. Some CSC members feel that the design is better than the Metreau building; some feel that the design of Metreau is better; and some feel that both projects are examples of quality architecture and site design.
- Will the downtown plan address sustainability and stormwater quality? These are important topics that can be addressed if the CSC takes the discussion in that direction. Water quality in the Fox River and Bay are of concern.

6) Project Work Scope Updates

"State of the Downtown" research is underway and is anticipated to be a primary topic of discussion for the next CSC meeting. The project website and online participation tools are ready. A news release will be sent out soon to direct people to the site. Stakeholder interviews continue.

7) Set Next Meeting

The next CSC meeting will be Thursday, August 15 at 6:00 p.m. at the Associated Bank office on Main Street. The next agenda email will include more specific details on the meeting room and parking locations.

8) Public Comment

There were no public comments in addition to the discussion of the Citizen Steering Committee on the agenda items.

9) Adjourn

C. Niles adjourned the meeting at 8:05 p.m.

Meeting Attendees Present, Excused, Absent

<u>P</u> Alex Galt	<u>P</u> Ian Griffiths
<u>E</u> Ben Heiman	<u>P</u> Jamie Blom
<u>P</u> Brent Weycker	<u>P</u> Jeff Mirkes
<u>E</u> Carol Karls	<u>P</u> Lawrence Ferry
<u>E</u> Chris Naumann	<u>P</u> Mayor Jim Schmitt
<u>P</u> Chris Niles	<u>P</u> Miriah Kelley
<u>P</u> Chuck Lamine	<u>P</u> Rob Byrne
<u>P</u> Cindy Mills	<u>P</u> Scott Dettman
<u>P</u> Dan Moore	<u>P</u> Maribeth Conard (for Tim Duckett)
<u>P</u> Ald. Dave Boyce	<u>P</u> Tina Quigley
<u>E</u> Heather Mueller	<u>A</u> Tracy Alpert

Support Team

Nic Sparacio, Planning Department
 Rob Strong, Planning Department
 Neil White, Economic Development Department
 Greg Flisram, Economic Development Department

Others Present

Bill Meindl